

Message Text

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TO AMEMBASSY BELGRADE

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E.O. 11652:N/A

TAGS: OEXC, YO (HAGLER, JAMES)

SUBJECT:PROPOSED AMSPEC JAMES HAGLER

REF: T/S TO MARY ROSE BRANDT DATED AUGUST SEVEN, 1975

1. CU/EE IS CONSIDERING AMERICAN SPECIALIST GRANT FOR

JAMES HAGLER, EXECUTIVE DIRECTOR OF INTERNATIONAL MARKETING INSTITUTE (IMI) IN CAMBRIDGE, MASSACHUSETTS. HE HAS BEEN CORRESPONDING WITH JOSIP SENECIC OF MARKETING RESEARCH INSTITUTE (WITH OFFICES IN BELGRADE, ZAGREB AND

LJUBLJANA) REGARDING THE FORMATION OF A COMMON MARKETING INSTITUTE. THEY HAVE AGREED TO WORK TOGETHER ON THE PROJECT AND DR. HAGLER WOULD LIKE TO VISIT YUGOSLAVIA TO FINALIZE THIS COLLABORATION IN PERSON. IF EMBASSY FEELS THAT A GRANT TO DR. HAGLER WOULD SUPPORT CPP OBJECTIVES, CU/EE SUGGESTS JOINT PROGRAMMING BY POST AND MARKETING RESEARCH INSTITUTE.

2. BIOGRAPHIC DATA FOLLOWS: BORN JUNE SEVEN, 1914 IN

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ST. PAUL, MINNESOTA; OBTAINED B.S. DEGREE IN COMMERCE (WITH

A MAJOR IN ACCOUNTING) FROM UNIVERSITY OF KENTUCKY IN 1941; ENSIGN, USN, 1941-46; DID GRADUATE WORK IN FOREIGN MANAGEMENT EDUCATION AT UNIVERSITY OF KENTUCKY, 1947-49; UNIVERSITY OF NANCY, NANCY, FRANCE, 1949; HEIDELBERG UNIVERSITY IN HEIDELBERG, GERMANY, 1949-51; SORBONNE, 1951-52; OBTAINED MASTERS IN EDUCATION AT HARVARD, 1955. HE WORKED AS A MARKETING AND PLANT SUPERINTENDENT FOR SWIFT AND COMPANY IN CHICAGO, 1937-41; WAS PROFESSOR OF MARKETING AT HARVARD BUSINESS SCHOOL FROM 1952-60, IN ADDITION TO DOING PRACTICAL CONSULTING FOR TOWER IRON WORKS, INTERNATIONAL DRUG COMPANY AND MIDDLE EASTERN OIL COMPANIES; ALSO ASSISTED DEAN OF DOCTORAL PROGRAMS, ADVANCED MANAGEMENT AND TURKIST PROGRAMS, HARVARD BUSINESS SCHOOL IN ISTANBUL. IN 1956, HE WORKED FOR THE DEPARTMENT AS A MIDDLE EASTERN SPECIALIST AND WAS STATIONED AT THE AMERICAN UNIVERSITY OF BEIRUT IN LEBANON. FROM 1960 TO THE PRESENT TIME, HE HAS BEEN EXECUTIVE DIRECTOR OF INTERNATIONAL MARKETING INSTITUTE. HE IS A MEMBER OF THE AMERICAN MARKETING ASSOCIATION AND WAS INSTRUMENTAL IN IMI'S WINNING THE PRESIDENT'S "E" AWARD FOR SIGNIFICANT CONTRIBUTION TO THE NATIONAL EXPANSION PROGRAM IN 1962.

3. DR. HAGLER WILL BE AVAILABLE FOR PROGRAMMING FROM DECEMBER ONE THROUGH FIFTEEN, 1975. PLEASE ADVISE ASAP.
KISSINGER

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